



# FESTIVAL OF PHARMA

A new digital experience to connect the global pharma industry  
October 5<sup>th</sup>- 16<sup>th</sup> 2020

## A new digital experience for the global pharma community

Launching in **5-16<sup>th</sup> October 2020** CPhI: Festival of Pharma will be a new digital experience designed to bring the global pharma supply chain together to meet, connect, learn and achieve business goals.

Our AI-driven and intuitive platform will enable to you find new partners, meet your clients, generate quality leads and crucially – ensure business continuation.

Supported by the world's leading pharma companies and attended by an anticipated 20,000+ attendees from the global CPhI community, this will be the world's largest pharmaceutical virtual meeting.



**Knowledge** Two weeks of content providing key insights in pharma



**Smart Connections** Unrivalled virtual meeting and partnering opportunities



**Visibility** Position your brand in front of the global pharma community throughout two weeks of engagement

# 10

Days of industry-leading content and networking

# 700+

Exhibiting companies

# 20,000+

Attendees

**Customers are seeking alternatives**

30% have signed up for online training

60% have participated in a virtual event

61% would attend a virtual event organized by CPhI

## Industry leading insights

Speakers already confirmed include:



Dave Meyers, National  
Director US Life  
Sciences Industry,  
**Microsoft**



Caroline O'Brien,  
Chair - Global Quality  
Audit  
**AstraZeneca**



Adrian van den  
Hoven,  
Director General,  
**Medicines for  
Europe**



John Baldoni  
Senior Vice President of  
Platform Technology and  
Science  
**GlaxoSmithKline**



Ana Cespedes  
Chief Operating Officer  
**International Aids  
Vaccine Initiative**



Gunnvieg Grødeland  
Deputy Director  
**University of Oslo**



Aurelio Arias  
Engagement Manager  
**IQVIA**



Bibiana Campos Seijos,  
Editor in Chief,  
**ACS**



Ly Jatkoe,  
Commercial Strategy  
Director,  
**Informa Pharma  
Intelligence**



Mike Whelan,  
Project Leader  
**Coalition for Epidemic  
Preparedness Coalition**

# CPhI: Festival of Pharma – Agenda Week 1

Broadcast Type	Broadcast Time	Session Title
<b>Monday 5th October - Drug Discovery, Vaccines</b>		
On-Demand Webinar	11:00-12:00	Keynote: How could lessons learned from COVID-19 shape new EU pharmaceutical policy?
On-Demand Webinar	12:30-13:30	US Market Outlook – Bringing Manufacturing Home
Live Webinar	14:00-15:00	Panel: Innovation Across Borders: How Pharma Fought Back Against COVID-19
Live Webinar	15:30-17:00	Vaccine Development Challenges: Speeding Up and Scaling Up
Podcast	All Day	Podcast Interview
Whitepaper	All Day	Sponsored Content
TBC	17:15-17:30	Wellbeing for all – better wellbeing
<b>Tuesday 6th October - Drug Development &amp; Formulation</b>		
On-Demand Webinar	11:00-12:00	Keynote: Future of Drug Delivery
On-Demand Webinar	12:30-13:30	Italian Pharma Outlook
Live Webinar	14:00-15:00	Natural Extracts: Cannabinoids
Live Webinar	15:30-17:00	Panel Drug Delivery & Development: Overcoming tomorrow's formulation challenges
Podcast	All Day	Interview: Nitrosamine Contamination
Whitepaper	All Day	Sponsored Content
TBC	17:15-17:30	Wellbeing for all – resilience
<b>Wednesday 7th October - Contract Manufacturing &amp; Outsourcing</b>		
On-Demand Webinar	11:00-12:00	Keynote: The Future of Drug Manufacturing
On-Demand Webinar	12:30-13:30	China: Future of API Production
Live Webinar	14:00-15:00	M&A in the Cell & Gene Sector
Live Webinar	15:30-17:00	Panel: Manufacturing & Outsourcing: CDMO Trends & Outlook
Podcast	All Day	Interview
Whitepaper	All Day	Sponsored Content
TBC	17:15-17:30	Wellbeing for all – sleep
<b>Thursday 8th October - Packaging &amp; Drug Delivery</b>		
On-Demand Webinar	11:00-12:00	Keynote: Redefining Supply Chain Resiliency
On-Demand Webinar	12:30-13:30	Saudi Arabia: Opening up new opportunities for Pharma
On-Demand Webinar	14:00-15:00	Sustainability
Live Webinar	15:30-17:00	Panel Discussion - Packaging & Drug Delivery – in collaboration with Pharmapack
Podcast	All Day	Interview: The Patient Experience
Whitepaper	All Day	Sponsored Content
TBC	17:15-17:30	Wellbeing for all – anxiety
<b>Friday 9th October - Digital</b>		
On-Demand Webinar	11:00-12:00	Keynote: Cross-sector collaboration: The enormous potential for Pharma and Tech
On-Demand Webinar	12:30-13:30	Korea: Biosimilar Landscape
Live Webinar	14:00-15:00	Panel Discussion: An overview of the main regulatory issues affecting the pharmaceutical industry
Live Webinar	15:30-17:00	Panel Discussion: How to meet the increasing global demand for data science, AI and ML
Podcast	All Day	Are 3D printed drugs the future of personalized medicine?
Whitepaper	All Day	Sponsored Content
TBC	17:15-17:30	Wellbeing for all – brain training

# CPHl: Festival of Pharma – Agenda Week 2

Broadcast Type	Broadcast Time	Session Title
<b>ALL WEEK</b>		
Trend Report	All Day, Every Day	Report: COVID19 Report - Insights from the CPHl Community
Trend Report	All Day, Every Day	Report: Ingredients & Formulation Trends
Trend Report	All Day, Every Day	Report: Contract Manufacturing Trends
Trend Report	All Day, Every Day	Report: Packaging & Drug Delivery Trends
Podcast	All Day, Every Day	Leadership Lessons Podcast Series
<b>Monday 12th October</b>		
On-Demand Webinar	11:00-12:00	Market Outlook: Japan
Live Webinar	14:00-15:30	Regulatory Keynote - Ex FDA Scott Gottlieb
Live Webinar	16:00-17:30	Roundtable - Patient Centricity - Beyond the Buzzword
<b>Tuesday 13th October</b>		
On-Demand Webinar	12:30-13:30	Interview: Nitrosamine Contamination
Live Webinar	14:00-15:30	Panel Drug Delivery & Development: Overcoming tomorrow's formulation challenges
<b>Wednesday 14th October</b>		
On-Demand Webinar	11:00-12:00	Market Outlook: India
Live Webinar	14:00-15:30	Roundtable - Oncology
Live Webinar	15:00-17:00	Women in Leadership Forum
TBC	TBC	Wellbeing for all – Managers Session
<b>Thursday 15th October</b>		
On-Demand Webinar	11:00-12:00	Market Outlook: Vertical - Pharmapack
On-Demand Webinar	14:00-15:30	Jefferson Institute for Bioprocessing - Factory Tour
Live Webinar	16:00-17:30	Roundtable - Impact of API globalization on drug shortages
<b>Friday 16th October</b>		
On-Demand Webinar	11:00-12:00	Market Outlook: US
Live Webinar	14:00-15:30	Leadership in times of Crisis Roundtable: Medicine Maker Power List
Live Webinar	16:00-17:30	Roundtable: Cell & Gene Tech
<b>POST EVENT</b>		
Trend Report	N/A	Report: CPHl - A Festival of Pharma Post-Show Report